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MEMO:

TO: Tourism Associations – Joburg Municipality

FROM: Lumka Dlomo
Acting Deputy Director: PR, Communication and Destination Marketing

DATE: 08 February 2023

REFERENCE: World Travel Market – Africa 2023 Trade exhibition

SUBJECT: Opportunity to participate at World Travel Market – Africa Trade exhibition to be held on 03-05 April 2023 at Cape Town Convention Centre

Johannesburg Tourism Company (JTC), invites small businesses operating in the tourism industry for an opportunity to showcase and promote their products at the annual World Travel Market – Africa Trade Exhibition, scheduled to take place from 03-05 April 2023 at Cape Town International Convention Centre, Cape Town.

JTC will make available four (4) for Tourism Associations/SMMEs in the tourism industry to showcase their products/offerings at the trade exhibition to be attended by tourism trade and hosted by Reed Exhibitions.

In light of the above, JTC hereby, requests Joburg based Tourism Associations to participate at this platform or extend an invitation to their members for the opportunity to exhibit/participate. The opportunity to exhibit is at **no cost** to the small businesses or the Association, as they will be exhibiting under the JTC banner/stand. Kindly note that this is a **'first come, first serve'**, opportunity and more businesses will be invited as and when opportunities like this one is presented and will be on rotational basis to give others a chance.

In a case where an Association nominates a member, below are full details on the exhibition including what is expected of the participating businesses:

1. Required businesses:

Tourism Directorate seeks to have the following businesses:

- 1 x tour operator with packages to sell
- 1 x outdoor adventure
- 1 x camping experience
- 1 x accommodation

2. Stand information:

Participating businesses will be offered:

- 4 x table
 - 4x chairs for each table for the exhibitors
- a) Participating businesses are required to provide JTC with their Company names as well as company logo for their profile.
 - b) Participating businesses are requested not to clutter the stand with too much contents as no other lockable facilities will be provided.
 - c) All participating businesses must make sure that their stand is manned at all times for the duration of the trade exhibition.
 - d) In adhering to Covid-19 protocols, it is advisable that representatives from participating business should avoid physical contact, keep safety social distancing, sanitize, wear masks and wash their hands at all times for the duration of the trade exhibition.
 - e) No eating is allowed at the stand during show times, staff is required to take lunch breaks.
 - f) JTC will not provide participating businesses food at the stand during the exhibition, participants are advised to provide for their own meals for the duration of the trade exhibition.
 - g) All valuables must be locked in a safe facility at all times for the duration of the trade exhibition.

Example of the stand:



3. Exempted from participation package:

Participating Associations or business should note that City of Johannesburg – JTC will NOT be responsible for the following:

- Travel expenses of the participants to and from Cape Town, thus advised to make own arrangements;
- Accommodation expenses of the participants while in Cape Town attending the exhibition, thus advised to make own arrangements;
- Per diems for the participants while in Cape Town attending the exhibition, thus advised to make own arrangements;
- JTC will assist with ground transportation from hotel to Cape Town International Convention Centre and other exhibition related transportation while in Cape Town for the exhibition.
- JTC requests that participating businesses arrange their own airport transfers to and from airport or hotel while in Cape Town on day of arrival and departure.

4. Operating hours:

The World Trade Market Africa Trade exhibition 2023 will take place on 03-05 April 2023 and operating hours are from 10h00 to 17h00 with one-on –one meeting

5. Exhibition rules:

- a) Participating businesses will be required to complete CoJ SMME participation form as well as COJ client consultation for entrepreneurs. The forms will be made available to the SMMEs upon confirmation of their participation and must be completed and returned to Tourism official prior to the festival. No forms will be available during the festival.
- b) All participating businesses will be required to complete an attendance register on a daily basis for the duration of the festival.
- c) All participating businesses must make sure that whomever is representing the business withholds professional look and presentable at all times for the duration of the festival.
- d) All participating businesses must make sure that Covid-19 protocols are adhered at all times for the duration of the festival.

6. Additional

As exhibiting partner at Tourism stand, you stand to benefit from the following:

- Access to the Exhibitor Portal
- Online Diary – Matchmaking & Pre-scheduled appointments with Buyers
- Listing on the WTM Africa Website
- Inclusion in the Exhibitor Listing in the WTM Africa Show
- Guide and in the WTM Africa Route Planner
- Feature on WTM Africa Social Media platforms
- Featured on ATWConnect hub, our leading industry knowledge and engagement platform
- Opportunity to contribute content for feature on the
- ATW Connect Hub
- Access to Media
- Access to Speed Networking

Please note:

*Terms and Conditions apply as contracted

*All information correct at time of distribution and subject to change.

7. Disclaimer/Indemnity:

By participating in any events planned by the City of Johannesburg or in collaboration with other event organizer you agree to the following:

- a. This event is provided with no special warranty either express or implied. The Organizers, including but not limited to the host of the event assume no liability for any loss, theft, damage or injury to property or persons, including death, whether arising in contract, negligence or otherwise.
- b. You assume all risks when participating in the show. All participants must use care and good judgment and must obey all rules and regulations of the City of Johannesburg.
- c. You will indemnify and hold harmless the City of Johannesburg and its organizers, directors, employees, consultants, agents, affiliates for any and all legal actions arising out of participation in the World Travel Market Africa Trade Exhibition 2023.
- d. You give the City of Johannesburg; authorization to use and post any photographs, videotapes, recordings or any other record of the event, including full names of any participants, before during or after the event for promotional use, reporting to the media and to publish on our website or blog.
- e. The City of Johannesburg reserves the right to exclude any SMME from participating in the World Travel Market Africa Trade Exhibition 2023 should they choose not to accept this Agreement.

The closing date for submission of businesses by Tourism Associations is Friday 03 March 2023 at 10h00 via email to XolileMa@joburg.org.za and Pontshom@joburgtourism.com with full details of the businesses.

Kind regards,



Lumka Dlomo
Manager: Destination Marketing
Joburg Tourism Company
City of Johannesburg